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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: **See attached Schedule A**Application No./Patent No.: **See attached Schedule A**Filed/Issue Date: **See attached Schedule A**Entitled: **See attached Schedule A****DS-IQ, Inc.**, a **corporation**

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent applications/patents identified on the attached Schedule A by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

**OR**

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:  
**(PLEASE SEE ATTACHED SCHEDULE A FOR REEL AND FRAME INFORMATION.)**

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet.

☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11. [NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

*Michael F. Kelleher*

Signature

5/31/12

Date

Michael Kelleher

Printed or Typed Name

(425) 974-1585

Telephone Number

Vice President and General Counsel

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

# SCHEDULE A

<u>APPLN./PATENT NUMBER</u>	<u>FILING/ISSUE DATE</u>	<u>ATTORNEY DOCKET NUMBER</u>	<u>TITLE</u>	<u>CHAIN OF TITLE INFORMATION (Reel/Frame)</u>
10/778,918	2/12/2004	108249.64572US	Use of Limited Identification Information on Point-of-Sale Systems	1. Inventor to Concept Shopping Inc. (015477/0192) 2. Concept Shopping Inc. to DS-IQ, Inc. (024180/0376)
10/913,130	8/6/2004	108249.64573US	System and Method for Delivering and Optimizing Media Programming in Public Spaces	1. Inventor to Innovidia Incorporated (015938/0912) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898)
12/888,931	9/23/2010	108249.64573D1	System and Method for Delivering and Optimizing Media Programming in Public Spaces with Peer-to-Peer Digital Signage Networks	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)
12/889,037	9/23/2010	108249.64573D2	System and Method for Delivering and Optimizing Media Programming in Public Spaces with Audience Identification	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)
12/888,834	9/23/2010	108249.64573D3	System and Method for Delivering and Optimizing Media Programming in Public Spaces	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)

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12/888,768	9/23/2010	108249.64573D4	System and Method for Delivering and Optimizing Media Programming in Public Spaces	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)
12/889,004	9/23/2010	108249.64573D5	System and Method for Delivering and Optimizing Media Programming in Public Spaces with Interactive Digital Signage Networks Through Mobile Device Access	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)
12/888,880	9/23/2010	108249.64573D6	System and Method for Delivering and Optimizing Media Programming in Public Spaces with Federation of Digital Signage Networks	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)
13/349,511	1/12/2012	108249.64573D7	System and Method for Delivering and Optimizing Media Programming in Public Spaces with Federation of Digital Signage Networks	1. Inventor to Innovidia Incorporated (015938/0912) (in parent application) 2. Innovidia Incorporated to DS-IQ, Inc. (024531/0898) (in parent application)
11/619,506	1/3/2007	108249.64574US	Measuring Performance of Marketing Campaigns, Such as Those Presented via Electronic Signs, Speakers, Kiosks and other Media Devices in Public Places	1. Inventors to Innovidia Incorporated (018975/0048) 2. Innovidia Incorporated to DS-IQ, Inc. (024532/0061)

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12/233,872	9/19/2008	108249.64574CP	Measuring Effectiveness of Marketing Campaigns Presented on Media Devices in Public Places Using Audience Exposure Data	Inventors to DS-IQ, Inc. (021685/0895)
12/134,992	6/6/2008	108249.64576US	Systems for Scheduling Marketing Campaigns in Public Places in Order to Enable Measurement and Optimization of Audience Response	Inventors to DS-IQ, Inc. (021429/0050)
12/234,555	9/19/2008	108249.64577US	System and Method for Valuing Media Inventory for the Display of Marketing Campaigns on a Plurality of Media Devices at Public Locations	Inventors to DS-IQ, Inc. (021687/0241)
12/329,497	12/5/2008	108249.64578US	System and Method for Independent Media Auditing and Media Serving for Marketing Campaigns Presented Via Media Devices in Public Places	Inventor to DS-IQ, Inc. (020367/0513)
13/292,339	11/9/2011	108249.64578D1	System and Method for Independent Media Auditing and Media Serving for Marketing Campaigns Presented Via Media Devices in Public Places	Inventor to DS-IQ, Inc. (020367/0513) (in parent application)

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12/434,592	5/1/2009	108249.64579US	Dynamic Inventory Management for Systems Presenting Marketing Campaigns Via Media Devices in Public Places	Inventors to DS-IQ, Inc. (024060/0782)
12/575,208	10/7/2009	108249.64580US	Targeted, Deferred Redemption Coupon System	1. Inventor to Concept Shopping Inc. (023414/0735) 2. Concept Shopping Inc. to DS-IQ, Inc. (024180/0421)
13/155,998	6/8/2011	108249.64581C1	System and Method for Inverted Promotions	1. Inventor to Concept Shopping, Inc. (011126/0092) (in grandparent application) 2. Concept Shopping, Inc. to DS-IQ, Inc. (024180/0346) (in parent application)
6,009,411	12/28/1999	108249.64609US	Method and System for Distributing and Reconciling Electronic Promotions	1. Inventor to Concept Shopping, Inc. (008822/0774) 2. Concept Shopping Inc. to DS-IQ, Inc. (024170/0695)
6,330,543	12/11/2001	108249.64609C1	Method and System for Distributing and Reconciling Electronic Promotions	1. Inventor to Concept Shopping, Inc. (009761/0871) 2. Concept Shopping Inc. to DS-IQ, Inc. (024170/0699)
6,937,995	8/30/2005	108249.64609C2	Method and System for Distributing and Reconciling Electronic Promotions	1. Inventor to Concept Shopping, Inc. (024170/0707) 2. Concept Shopping Inc. to DS-IQ, Inc. (024185/0071)
6,389,401	5/14/2002	108249.64581US	System and Method for Inverted Promotions	1. Inventor to Concept Shopping, Inc. (010128/0757) 2. Concept Shopping Inc. to DS-IQ, Inc. (024170/0703)

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7,225,143	5/29/2007	108249.64581C2	System and Method for Inverted Promotions	1. Inventor to Concept Shopping, Inc. (011126/0092) 2. Concept Shopping, Inc. to DS-IQ, Inc. (024170/0718)
8,000,998	8/16/2011	108249.64581D1	System and Method for Inverted Promotions	1. Inventor to Concept Shopping, Inc. (011126/0092) (in parent application) 2. Concept Shopping, Inc. to DS-IQ, Inc. (024184/0982)
7,552,069	6/23/2009	108249.64610US	Techniques for Optimizing Promotion Delivery	1. Inventor to Concept Shopping, Inc. (011706/0857) 2. Concept Shopping, Inc. to DS-IQ, Inc. (024170/0722)
7,805,333	9/28/2010	108249.64611US	Techniques for Using Loyalty Cards and Redeeming Accumulated Value	1. Inventor to Concept Shopping, Inc. (015561/0093) 2. Concept Shopping, Inc. to DS-IQ, Inc. (024180/0401)

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